AMENDMENTS TO THE CLAIMS

1.-15. (Canceled).

16. (New) An information communication system including an information terminal device and an information collecting device capable of exchanging information therebetween via communication channel, wherein

the information terminal device comprises:

an advertisement information saving module for saving advertisement information;

a display;

an advertisement presenting module for displaying the saved advertisement information on the display;

an advertisement using module for detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement, instructing a service based on the displayed advertisement and outputting advertisement use information indicating a use situation of the displayed advertisement;

an advertisement use information storage for storing the advertisement use information; and

an advertisement use information transmitter which is connected to the communication channel and sends the stored

advertisement use information to the information collecting device via the communication channel; and wherein

the information collecting device comprises:

an advertisement use information receiver which is connected to the communication channel and receives the advertisement use information sent from the information terminal device via the communication channel; and

an advertisement use information collector for collecting the received advertisement use information;

the information communication system, and wherein

the advertisement information saving module, advertisement presenting module, advertisement using module and advertisement use information storage in the information terminal device are operable in a state when the advertisement use information transmitter is not connected to the communication channel.

17. (New) The information communication system according to Claim 16, including an information supplying device capable of exchanging information with the information terminal device via the communication channel, wherein

the information supplying device is connected to the communication channel and has an advertisement information supplier

for sending advertisement information to the information terminal device via the communication channel; and

the information terminal device is connected to the communication channel and has advertisement information acquiring module for receiving advertisement information sent from the advertisement information supplier via the communication channel.

18. (New) The information communication system according to Claim 17, wherein

the information collecting device and the information supplying device are mounted on the same equipment and directly exchange information with each other.

19. (New) The information communication system according to Claim 17, wherein

the information collecting device and the information supplying device exchange information with each other via the communication channel.

20. (New) The information communication system according to Claim 18, wherein

the advertisement information acquiring module in the information terminal device sends a request for acquisition of

advertisement information to the advertisement information supplier in the information supplying device; and

the information supplying device receives the request for acquisition of advertisement information, analyzes advertisement use information collected by the information collecting device and has an advertisement use information analyzing module for determining advertisement information to be sent to the information terminal device based on an analytical result.

21. (New) The information communication system according to Claim 19, wherein

the advertisement information acquiring module in the information terminal device sends a request for acquisition of advertisement information to the advertisement information supplier in the information supplying device; and

the information supplying device receives the request for acquisition of advertisement information, analyzes advertisement use information collected by the information collecting device and has an advertisement use information analyzing module for determining advertisement information to be sent to the information terminal device based on an analytical result.

22. (New) An information terminal device capable of sending information via communication channel, comprising:

an advertisement information saving module for saving advertisement information;

a display;

an advertisement presenting module for displaying the saved advertisement information on the display;

an advertisement using module for detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement, instructing a service based on the displayed advertisement and outputting advertisement use information indicating a use situation of the displayed advertisement;

an advertisement use information storage for storing the advertisement use information; and

an advertisement use information transmitter which is connected to the communication channel and sends the stored advertisement use information to external devices via the communication channel; wherein

the advertisement information saving module, advertisement presenting module, advertisement using module and advertisement use information storage are operable in a state when the advertisement use information transmitter is not connected to the communication channel.

23. (New) The information terminal device according to Claim 22, wherein

the advertisement presenting module determines advertisement information to be displayed on the display based on advertisement use information stored in the advertisement use information storage.

24. (New) The information terminal device according to Claim 22, further comprising:

advertisement information acquiring module connected to the communication channel for receiving advertisement information sent from an external device via the communication channel.

25. (New) The information terminal device according to Claim 22, wherein

the advertisement presenting module displays an advertisement by utilizing part of a screen displayed on the display for prompting a user for confirmation; and

a service instructed by the advertisement using module changes contents of the display advertisement.

26. (New) The information terminal device according to Claim 22, wherein

the advertisement presenting module displays the advertisement when power is turned off; and

the advertisement using module suspends the turning off of the power to instruct the service.

27. (New) The information terminal device according to Claim 22, wherein

the advertisement presenting module displays an advertisement by utilizing part of a warning screen displayed on the display when an application program is waiting for an operation; and

a service instructed by the advertisement using module changes contents of the operation started immediately after the operation wait state finishes.

28. (New) The information terminal device according to Claim 22, comprising:

a condition specifier for specifying an execution start condition of the service instructed by the advertisement using module;

an execution start condition registering module for registering the execution start condition specified by the condition specifier when the user operation is detected by the advertisement using module; and

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a service executing module for monitoring satisfaction of the execution start condition registered in the execution start condition registering module and starting execution of the service when the condition is satisfied.

29. (New) A computer-readable medium for storing instructions, executed by a processor, to perform a method for exchanging information, the method comprising:

saving advertisement information;

displaying the saved advertisement information;

detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement;

instructing a service based on the displayed advertisement;

outputting advertisement use information indicating a use situation of the displayed advertisement;

storing the advertisement use information; and

transmitting the stored advertisement use information to an information collecting device via a communication channel, wherein the saving, displaying, detecting, instructing, and outputting may operate in an off-line state.

30. (New) A method for exchanging information, comprising:

receiving advertisement use information sent from an information terminal device; and

collecting the received advertisement use information;

analyzing advertisement use information collected; and

determining advertisement information to be sent to the information terminal device based on an analytical result.

31. (New) A method for sending information, comprising:

saving advertisement information;

displaying the saved advertisement information;

detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement;

instructing a service based on the displayed advertisement;

outputting advertisement use information indicating a use situation of the displayed advertisement;

storing the advertisement use information; and

sending the stored advertisement use information to external devices; wherein

saving, displaying, detecting, instructing, outputting and storing may occur an in off-line state.

32. (New) The method of Claim 31, further including

determining advertisement information to be displayed based on advertisement use information stored.

33. (New) The method of Claim 31, further comprising:

receiving advertisement information sent from an external device.

34. (New) The method of Claim 31, further comprising:

displaying an advertisement by utilizing part of a screen displayed for prompting a user for confirmation; and

changing contents of the display advertisement using a service.

35. (New) The method of Claim 31, further comprising:

displaying the advertisement when power is turned off; and

suspending the turning off of the power.

36. (New) The method of Claim 31, wherein

displaying an advertisement by utilizing part of a warning screen displayed when an application program is waiting for an operation; and

changing contents of the operation started immediately after the operation wait state finishes using a service.

37. (New) The method of Claim 31, comprising:

specifying an execution start condition of the service instructed;

registering the execution start condition specified when the user operation is detected; and

monitoring satisfaction of the execution start condition registered and starting execution of the service when the condition is satisfied.

38. (New) A computer-readable medium for storing instructions, executed by a processor, for performing a method of exchanging information, the method comprising:

saving advertisement information at an information terminal device;

displaying the saved advertisement information on the display means at the information terminal device;

detecting a user operation by a user interface occurring upon display of an advertisement or any other user operation during the display of the advertisement, instructing a service based on the displayed advertisement and outputting advertisement use information indicating a use situation of the displayed advertisement at the information terminal device;

storing the advertisement use information;

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sending the stored advertisement use information from the information terminal device to the information collecting;

receiving, at an information collecting device, the advertisement use information sent from the information terminal device; and

collecting the received advertisement use information a the information collecting device, wherein saving, displaying, detecting and storing may office in an off-line state.